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Abstract of the Disclosure

A spark plug retains a resistor and has formed on alumina-based insulator a glaze layer, in which the glaze layer contains Pb component in a content of 1 mol% or less in terms 5 of PbO, contains Si component, B component, Zn component, Al component, Ba component and/or Sr component, and contains F component in a content of 1 mol% or less. In addition, the glaze layer contains one kind or more of alkaline metal components, with Li component being necessary, and further 10 contains one kind or more of phosphate ion, sulfate ion, fluoride ion and chloride ion in a content of 0.5 to 10 mol%. The glaze layer has a Vickers hardness Hv of 100 or more, shows excellent strength, especially impact resistance in spite of a reduced content of Pb component.